

While bar codes are routinely used on products, it is believed that never before has an identification mark or bar code been assigned to an individual consumer. Most often, bar codes are associated with a single product (formula) sold to a myriad of customers.

Erdtmann was cited as disclosing the labelling of the dispensed products. Applicants have been unable to identify where in Erdtmann there is disclosure to "labelling". Present claim 20 requires a means to mark the customized facial foundation product with an identification mark. No such marking means is found in the reference. Neither is there any disclosure that the identification mark be a bar code.

Applicants' records indicate that the Examiner has previously been supplied with a translation of Erdtmann. In the event this has been mislaid, applicants herewith supply another translation copy.

In view of the foregoing comments, applicants request the Examiner to reconsider the rejection and now allow the claims.

Respectfully submitted,

  
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